



BIG
DAY OF  OF
GIVING  **MAY 5**

24 HOURS TO GIVE
WHERE YOUR HEART IS

—— bigdayofgiving.org ——

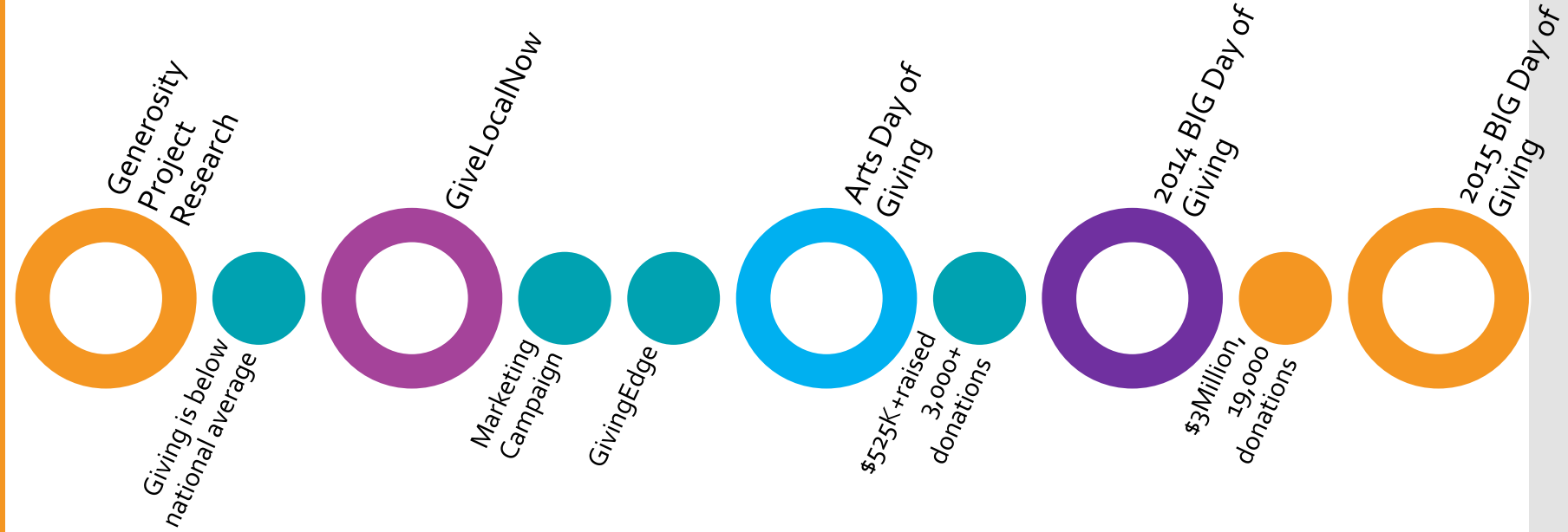


Background

2015 BIG Day of Giving Orientation



GiveLocalNow





What, When & How?

WHAT?

- A one day, 24-hour (midnight to midnight) ONLINE giving challenge
- Donors give by going to www.BIGDayofGiving.org and making a donation via credit card
- A celebration of the nonprofit community and of those who give!
- A day for the region to come together and be a part of something BIG!

Pint



TOTAL RAISED IN 24 HOURS: \$5,705,808

**NORTH TEXAS
GIVING DAY**

Raised for Local Nonprofits
98,061 gifts
Totaling
\$26,340,659.10



\$8,000,000



The Giving Partner
The intersection of community and philanthropy.

18,799 gifts
Totaling
\$3,127,801.00

Raised for Local Nonprofits
5,835 gifts
Totaling
\$921,782.03



The logo for the BIG Day of Giving is set against a bright orange background with a sunburst pattern. The word "BIG" is in large, white, bold, sans-serif capital letters. Below it, "DAY OF" is in smaller white capital letters, with a small red heart icon replacing the letter "O". To the right of "DAY OF" is a white arrow pointing to the right. Below "DAY OF" is the word "GIVING" in large, white, bold, sans-serif capital letters. To the right of the arrow and "GIVING" is the word "MAY 5" in large, red, bold, sans-serif capital letters.

BIG
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2014 At a Glance

2015 BIG Day of Giving Orientation



What
Happened
on May 6?



Giving Statistics



Online Donations	\$2,728,548
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Match Pool	\$ 260,059
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Prizes	\$ 64,600
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Total Raised	\$3,053,207
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Giving Statistics



Number of Donations	19,271
Number of Donors	12,123
New Donors	31%*
Gifts of \$25 - \$50	63%
Average Gift Size	\$ 142
Averaged raised per nonprofit	\$6,310

Giving Statistics



Counties/Areas	# of Gifts	Total \$	% of \$	% of gifts
Sacramento County	11078	\$1,330,307	57.6%	54.1%
Placer County	3221	\$ 430,373	16.7%	17.5%
Yolo County	2457	\$ 304,086	12.8%	12.4%
El Dorado County	532	\$ 63,316	2.8%	2.6%
Outside Region	1451	\$ 246,065	7.5%	10.0%
Out of State - Country	507	\$ 83,429	2.6%	3.4%

Who?

- 394 nonprofits from 4-county region
- 20+ match and prize sponsors
- 80+ outreach and business partners





The Results

- Regional Pride – sense of community
- Increased giving – 31% New Donors
- Awareness of nonprofit impact
- Nonprofit transformations



Goals



- \$100 million across the country
- Kimbia, Inc.
- In 2014, the BIG Day of Giving ranked #2 in the nation!

The logo for the BIG Day of Giving event on May 5. It features the word "BIG" in large white letters, "DAY OF GIVING" in smaller white letters below it, and "MAY 5" in large red letters to the right. A small red heart is positioned between "DAY OF" and "GIVING", and a white arrow points from "OF" towards "MAY 5". The background is orange with a sunburst pattern.

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Goals & Incentives

2015 BIG Day of Giving Orientation



Goals for 2015

- \$5 million in unrestricted dollars
- (\$4.5 m + \$500k)
- \$500,000 in incentive funds
- 25,000 donors
- 500 nonprofits
- #1 in the country



Incentives

INCENTIVE POOL

BIG Day of Giving incentive pool

1. Prize Challenges
2. Pro-rated Incentive Dollars





Incentives

PRIZE CHALLENGES

- Knight Foundation Report
 - Prizes proved to be most effective
 - Motivating for both nonprofits and donors
 - More opportunity to raise additional \$\$
- Examples of prize challenges
 - Blast Off Challenge – First gift of the day
 - Social media challenges
 - Vine videos, Unselfies, Memes
 - Challenges by org size! (sm, med & lg)
- Opportunity to win every hour!



Why Participate in a Giving Day?

2015 BIG Day of Giving Orientation

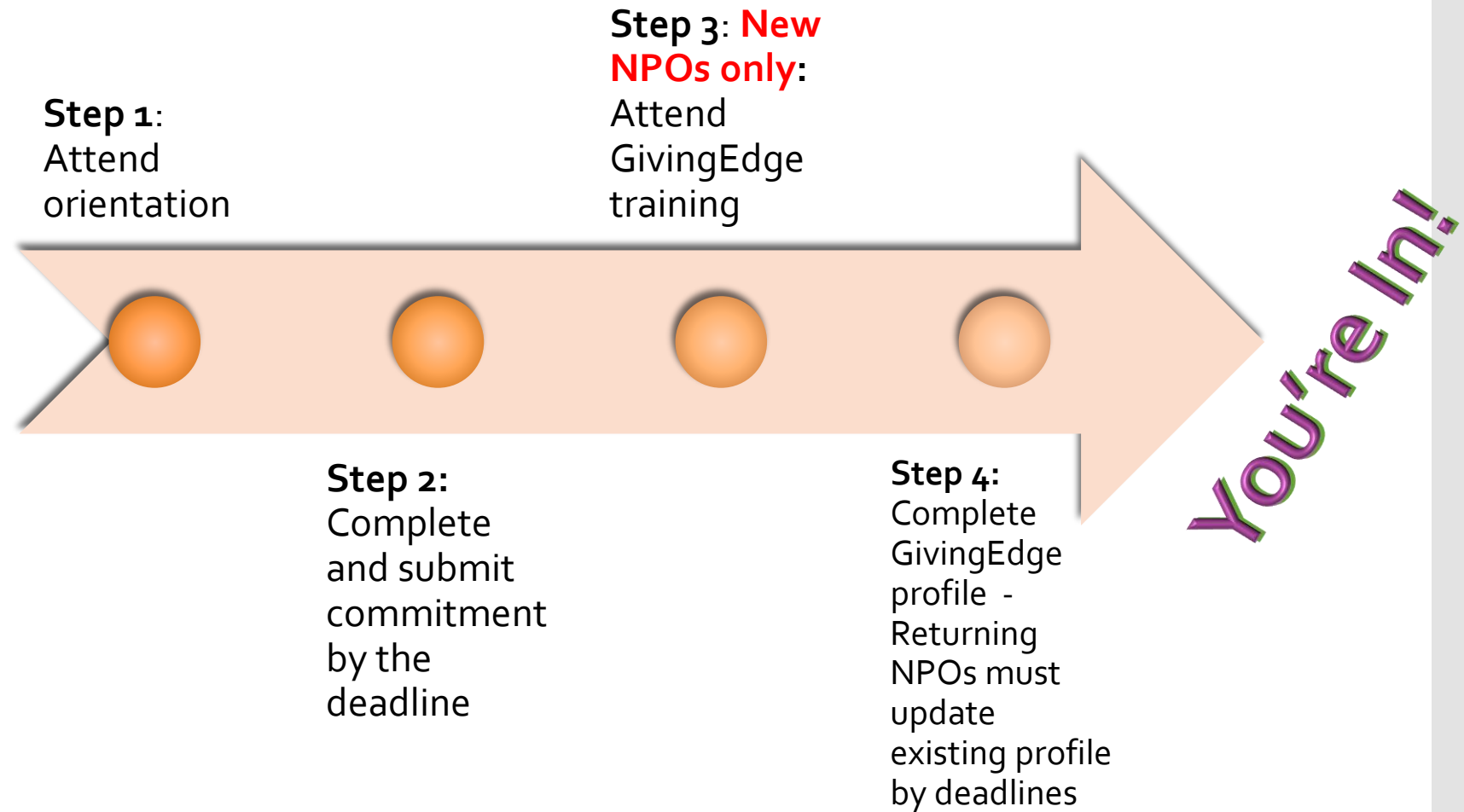


Why Should You Participate?

- **ONLINE GIVING IS INCREASING** in popularity with year over year increases of around 14%
- **RAISE UNRESTRICTED DOLLARS.** Unrestricted dollars are hard to come by!
- **NEW GIVING BEHAVIOR:** Giving Days help introduce and reinforce new giving behaviors that can help lead to greater year-round giving.
- **REACH YOUNGER DONORS:** They are more likely to give during a Giving Day if they know their smaller dollars will go further with incentive \$.
- **CAPITALIZE ON A MOMENT IN TIME:**(one day – 24 hours) and bring energy and momentum to a particular cause or organization.
- **AMAZING VISIBILITY:** for your organization and for the region's nonprofits
- **LEVEL THE PLAYING FIELD:** No matter an organization's size or budget, an online Giving Day gives organizations of all shapes and sizes the ability to compete.
- **BE A PART OF SOMETHING BIG:** A national and local movement!



Requirements





Requirements

GIVINGEDGE Profile

- Free online resource
- Comprehensive nonprofit profiles with information about mission, management, governance, programs, financials and more
- Year-round database for information and giving
- Used for registration purposes for BIG Day of Giving



GivingEdge

Sign In | Contact

f

t

Find Organizations

GO

HOME

FIND NONPROFITS

ABOUT

FAQS

GIVELOCALNOW.ORG

GIVING

EDGE

For Smarter Giving to
Local Nonprofits

DONORS

This free online tool will help you learn more about your favorite charities, as well as discover new

NONPROFITS

The mission of GivingEdge is to revolutionize charitable giving and nonprofit practice by providing

FIND

Organization Name



GivingEdge

GIVING→EDGE



Find Organizations

GO

HOME

FIND NONPROFITS

ABOUT

FAQS



Natural Wonders Forever

Last Updated: 1/27/2015 11:00:34 AM

Placer Land Trust

11661 Blocker Drive Suite 110
Auburn CA 95603

DONATE NOW



Download Full Profile

Download Summary Profile

Share |

Summary

Mission & Areas Served

Programs

Management

Governance

Financials

Other Documents

Programs

- Land Protection
- Trails & Recreation

Land Protection

Description

Placer Land Trust believes that quality of life in Placer County deeply correlates with the presence of natural open spaces and agricultural lands. We treasure the local food, natural playgrounds, and scenic vistas that we all enjoy and find ourselves on. Placer Land Trust leads the region in the permanent protection of Placer County's natural

Nonprofit

Placer Land Trust

Address

11661 Blocker Drive
Suite 110
Auburn, CA 95603

Primary Phone

(530) 887-9222

Website

<http://www.placerlandtrust.org>

Contact Email

info@placerlandtrust.org



Training

2014 Training Focus

- Social Media
- Marketing

2015 Training

4 Bootcamp training sessions:

- Board Engagement
- Donor Engagement
- Social Media
- 8 Week Workplan



Marketing

2015 BIG Day of Giving Orientation



Marketing

- Each organization must market themselves
 - Your opportunity to
 - BOAST
 - ADVOCATE
 - INSPIRE





Marketing

Key Marketing Tactics

- **Email is your friend**
 - 60% of donors reported hearing about the BIG Day of Giving by receiving an email.
- **Use social media**
 - #1 referral source on May 6 was Facebook
- **Be creative**
 - Collaborate with others
 - Connect with a local business
 - Use what you have
- **Be mission focused**
 - Tell your story
 - Talk in compelling ways
- **Use your GivingEdge profile**
- **Thank your donors**
 - 75% of donors reported receiving an acknowledgement or thank you. That means 25% of donors were NOT thanked.

Communications & Social Media



- **24%** of **donors** heard about the BIG Day of Giving through **Facebook or Twitter**.
- **Facebook** was the **#1 referral source** to givelocalnow.org on May 6.



Sacramento Trends @trendinaliaSMF · May 7

The hashtag **#givebigdog** took the 1st place in the Top20 of Sacramento's Trends for Tuesday 6: trendinalia.com/twitter-trendi... **#trndnl**



Sacramento Trends

Global Marketing – Earned Media



PRINT

- 11 publications
- 20 articles

RADIO

- 3 stations
- 5 interviews
- 2 concurrent PSAs

TV

- 6 stations
- 16 interviews
- 38+ aired spots

ONLINE

- 3 website publications
- 5 articles



Media Partnerships





Donor Experience

What did they do?



Technology



Support your favorite organizations!

Give to one or more organizations quickly and easily.
Start by entering the name of an organization and the amount you wish to give.

ORGANIZATION NAME	AMOUNT	First-time Donor?
1 <input type="text" value="enter the name of an organization"/>	\$ <input type="text"/>	<input type="checkbox"/>

Minimum gift amount: \$25.00

TOTAL \$ 0.00 [NEW GIFT](#)

Your Information

First Name	<input type="text" value="First Name"/>	Last Name	<input type="text" value="Last Name"/>
Email Address	<input type="text"/>		
<input type="checkbox"/> Yes, my gift is anonymous. Your contact information will not be shared with the organizations selected above.			
Street Address 1	<input type="text"/>		
Street Address 2	<input type="text"/>		
Country	<input type="text" value="United States"/>	City	<input type="text"/>
State/Province	<input type="text" value="-Choose-"/>	Zip Code	<input type="text"/>
Card Number	<input type="text"/>		
Expiration	<input type="text" value="01 -"/>	<input type="text" value="201"/>	Verification Code <input type="text"/>

Looking for a specific organization?
Enter their name below and go directly to their page:

[GO](#)

MATCH & PRIZE SPONSORS



SACRAMENTO REGION
COMMUNITY
FOUNDATION

Not sure where to give?
Choose a category below to view a list of organizations...

Animal	9
Arts & Culture	38
Community Improvement	33
Education	44
Environment	21

Leaderboard

All Organizations

☰ All Organizations

★ All Prizes

ORGANIZATION	TOTAL GIFTS	AMOUNT RAISED
Capital Public Radio	468	\$39,922
Sacramento SPCA	401	\$27,710
Sacramento Ballet	334	\$91,776
Sacramento Loaves and Fishes	287	\$38,662
KVIE	284	\$40,085
B Street Theatre	281	\$32,647
Front Street Animal Shelter	265	\$14,596
Placer Land Trust	246	\$54,896
Placer SPCA	193	\$20,990
Sacramento Food Bank & Family Services	190	\$21,080
Sacramento Zoological Society	187	\$26,332
Yoga Seed Collective	184	\$22,010
Winters Friends of The Library	184	\$20,799
St. John's Shelter for Women and Children	175	\$37,328
River City Food Bank	162	\$25,460
Yolo Basin Foundation	160	\$14,015
Sacramento Choral Society and Orchestra	148	\$14,761
Sacramento Children's Home	141	\$10,637

Prize Challenges For All Organizations

to view a complete list of challenges, including challenges for special groups, visit the "Prizes" tab.

Aerojet Rocketdyne Blast Off Challenge!

\$2,500 prize to the organization that receives the first donation at 12:00 AM

Hour of Giving Challenges

Will award prizes to the organization that raises the most money during the time frames listed below:

Barking All Night!	Midnight to 6:00 AM	\$1,500
Morning Walk:	9:00 AM to 10:00 AM	\$2,500
Feeding Time:	Noon to 1:00 PM	\$1,500
Dinner Time:	6:00 PM - 7:00 PM	\$1,500

Landing Challenge

\$1,500 prize to the organization that receives the last donation of the event at 11:59 PM

Social Media Challenges

BIG DoG Vine Challenge

\$500 to three organizations that share a Vine video on Twitter using the hashtag #givebigdogVine that demonstrates their mission (all entries judged at 4:00 PM, winners will be announced at 5:00 PM).

Unselfie Challenge

\$500 to two organizations that share the most creative "unselfie" photo on Facebook or Twitter using the hashtags #givebigdog and #unselfie on May 6. (all entries must be posted by 5:00 PM, winners will be announced at



Giving Behavior

42% of respondents reported that they **gave to more than one** organization.

39% reported that they were a **first-time donor** to at least one organization

26% reported that they gave to a nonprofit that they were **aware of but never supported** until the BIG Day of Giving.



Goals and Outcomes

- **61%** nonprofits responded that they **exceeded** or **met** their goal of increasing **visibility** for their organization.
- **58%** reported that they **exceeded** or **met** their **fundraising goals**.
- **55%** met or exceeded their social media goals.
- While **31%** of donors identified themselves as **new donors** to the organizations, nonprofits reported that **33%** of donations were from **first-time donors**.
- Nonprofits also reported that an average **8%** of donations came from **lapsed donors**.



Summary

- BIG Marketing Machine
- Opportunity for
 - More visibility
 - Tell your story
 - Unrestricted funds
 - Donor cultivation and acquisition

Along with the "thank you" we also sent any new donors for the day a full-color report on our programs, and followed up several months later with an appeal letter. Every one of those new donors from the Big DOG has donated again.

Download a copy of the
Report to the Community at
www.givelocalnow.org



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MAY 5

Q & A

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